

The Hoge Family and Sea Eagle Inflatables

For nearly a-half century the Hoge family of Long Island, New York has blended their business savvy with their passion for paddling.

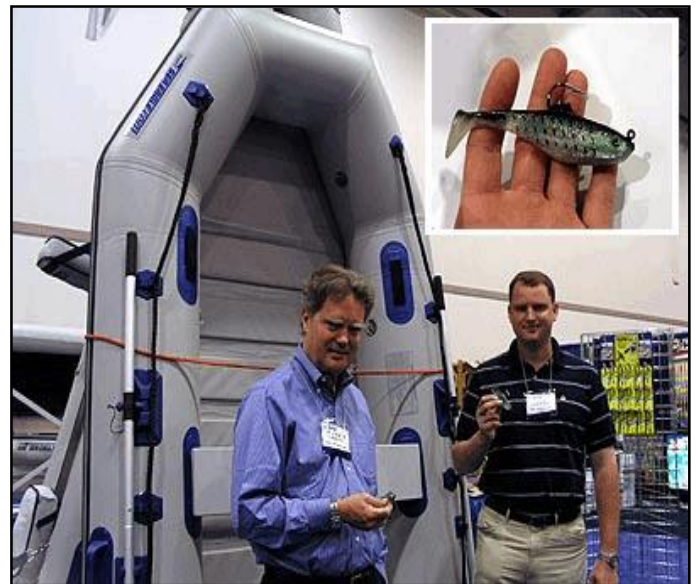
Cecil Hoge Sr. and his recently deceased wife, Fritzie, started out selling pocket calculators back in the 1950s. On European trip they discovered an attractive French fishing lure. Cecil hates fishing, but the lure looked like a good mail order item and he began importing them. In 1968 Cecil Sr. bought an inflatable boat business in Milwaukee, Wisconsin. He and Fritzie trimmed back all its products except an inflatable canoe which they talked Sears into selling for \$99.



Cecil Hoge Sr.

The firm's founder, Cecil Hoge Sr., no longer heads the enterprise. His 50-year-old son Cecil Jr., who now partners with his 24-year-old brother John, to run the small family owned business where spouses, cousins, aunts and uncles are among the companies some 50-odd employees.

On most days, you'll see Cecil Sr. at the shop "bending an oar" and working on his new love, a newsletter called "Electronic Marketing." They all operate out of their Port Jefferson Station structure with inflatable boats and white water rafts propped up against office walls and decorating the order entry room where friends and family talk with people who are responding to ads in space and direct mail. A hat stand on one of the filing cases displays nearly a dozen hats, a one of the newer items that Harrison Hoge Industries, Inc. markets.



Cecil Hoge (President - left) and John Hoge (Vice President - right)



John surfing on a 300x Sea Eagle



Cecil Jr. with a surf mat

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